



Data and Privacy File Guides

**Apple Media Services: Apple Cash and Card
Marketing Preferences**

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File name Apple Cash and Card Marketing Preferences.csv

File description This file contains information about Apple Cash and Card user's email opt-in preferences along with an indicator of whether these email preferences will be used for future promotions.

Why Apple keeps this information Apple retains this information to understand the email opt-in preferences of the users, and to send future promotion emails to only users who have opted-in and suppress the promotions for the users who have opted-out.

Field Name	Details
Apple ID Number	Apple account identifying number
Email	User's email address (hashed)
Email Excluded	Whether the email is opted-out from receiving marketing communications from Apple
Marketing Communication	Whether user has opted-in to receiving marketing communications regarding Apple Card from Goldman Sachs and Apple Cash from Green Dot
Marketing Updated Date	Date when marketing communication preference was updated
Terms Acceptance	Whether the user accepted Terms of Service iOS 12.3 or higher